



Palm Beach

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Strategic Steps to Growing Your Business WS#3: Marketing Your Business

Tuesday, January 23, 2018
9:00 - 11:30 AM

[REGISTER NOW](#)

DESCRIPTION

Learn to maximize your customer reach and retention. Learn about setting your marketing goals, social media and online marketing, public relations and advertising strategies, event marketing, cause marketing, creating "Raving Fans," and evaluating your business and teams.

Speaker: Tom Scheer, SCORE Mentor

REGISTRATION/FEES

For each individual workshop:
\$30 Online Registration
\$40 At The Door

For Chamber Members Only:

\$20 For Individual Workshop

WHERE



Central Palm Beach County Chamber of Commerce
12794 West Forest Hill Boulevard, Suite 19
Wellington, FL 33414

Build Your Business with Live Video
Tuesday, January 23, 2018
10:00 AM - 12:00 PM

[REGISTER NOW](#)

DESCRIPTION

Join us for a fun and interactive workshop. Attendees will leave with a custom live streaming video strategy which includes:

- Identifying your goals & the type of live streaming videos that work for your business-
- Outlines/agendas for your first 3 or more videos- Identifying your niche target audience & how to connect with them-
- And more...

Speaker: Kate Volman

REGISTRATION/FEES

\$30 Online Registration
\$50 at the door

WHERE

SCORE Learning Center
500 S. Australian Ave, Suite 115
West Palm Beach, FL 33401



How to Select The Right Franchise for You
Wednesday, January 24, 2018
6:00 PM - 8:30 PM

[REGISTER NOW](#)

DESCRIPTION



This 2-hour workshop will teach you all about the world of franchising, including the most important factor:

How to select the right one for you to buy. The following topics will be featured:

- What is a franchise?
- How much do they cost?
- What is the U.S. law that protects you when you buy a franchise?
- What are your special rights under this law?
- Why is buying a franchise the safest way to own a business, by far?
- Do I need to have prior experience in that industry?
- What is the most important thing to know when you select a franchise to buy?
- What are the common mistakes that people make when they choose a franchise to buy?
- How can FranNet help you make the right choice?
- And how much does their service cost?

The workshop will be conducted by Rick Shampaine, FranNet Consultant, who has over 35 years in the franchise industry. In addition to being a franchise expert, Rick is a licensed attorney, business broker, and real estate agent. He has placed over 1000 entrepreneurs into franchise ownership.

Speaker: Rick Shampaine, Partner - FranNet of South Florida

REGISTRATION/FEES

\$30 Online Registration

\$50 at the door

WHERE

Keiser University

2085 Vista Parkway,, Room 105, West Palm Beach, FL 33411



Strategic Steps to Growing Your Business:WS#4 Growing Your Sales -Tuesday, January 30, 2018, 9:00-11:30 AM

REGISTER NOW

DESCRIPTION

Identify strategies to increase sales. We will discuss expanding your distribution channels, building and motivating your sales team, bench-marking, and evaluating your business needs, and how using a Customer Relationship Management (CRM) system can help you manage and retain customers.
Speaker: Bill Frick, SCORE Mentor

REGISTRATION/FEES

\$30 Online Registration
\$40 at the door
For Chamber Members: \$20

WHERE

Central Palm Beach County Chamber of Commerce
12794 West Forest Hill Boulevard, Suite 19, Wellington, FL 33414



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